



Week ending issue: July 1, 2016 – Issue #298

Policy

Policy from the WIC State Operations Policy and Procedure Policy 120.10 Action Plan 1. Breastfeeding Rates

Iowa WIC breastfeeding initiation rates have increased on average 1.1% per year for the last 10 years. The 2014 data showed a 0.8% increase over 2013 data. Iowa WIC breastfeeding initiation rates continue to lag behind those of the entire population by 12.68% in 2014.

Breastfeeding duration rates for WIC have been relatively flat with only a one percent average increase in the last ten years. This trend may be partially explained by Iowa's high rates of women with young children in the work force and the general lack of breastfeeding support at many work sites across the state. In addition, many people including health professionals do not see a health difference between breastfeeding and formula feeding. Therefore, when mothers initiate breastfeeding but lose patience and confidence in their ability to succeed, they lack support from their social networks and from many health professionals to continue breastfeeding. Peer support for breastfeeding mothers is limited to about one-third of the state.

Information

Webinar Opportunity

**School-based Water Interventions in the Fight Against Childhood Obesity and Tooth Decay
Jul 6, 2016 1:00 PM (GMT-5:00) Central Time (US and Canada)**

Click here to register:

<https://zoom.us/webinar/register/40590f4ab5134fcbcd7dc3c8da9331e>

Description: Too many children suffer from high rates of preventable chronic conditions associated with childhood obesity and dental disease. In Wisconsin, one third of Wisconsin third graders are either overweight or obese and 53% have experienced tooth decay. Children's consumption of sodas, fruit drinks, sports drinks and fruit juices have increased, putting them at risk of becoming obese and getting cavities. Drinking water can contribute to good health, and

schools are in a unique position to promote healthy, dietary behaviors, including drinking water. This webinar will provide an overview of recent research, which estimates the impact of increased access to optimally fluoridated water on standardized body mass index and oral health in elementary and middle school students. In addition, the webinar will share tools and guidelines on how to advocate for safe and appealing water in schools.

Speakers:

Dr. Patricia Braun, MD, of the American Academy of Pediatrics - AAP Section on Oral Health Executive Committee

Kelli Stader, MPH, RD, CLS of the Wisconsin Department of Health and Human Services' Nutrition and Physical Activity Program

Lauren Barone of the Campaign for Dental Health

Participant Centered Services:

Why do we want to connect with our clients before trying to educate them?

- If you can't connect with the person on why they want to do xyz, then all the brochures and information are a waste of time.
- If you don't find a way to make people care about what they are doing, then it will be harder to have them take what you are saying seriously.
- The more you connect with people, the more they trust you, and therefore they are more interested and that increases listening.

Thank you of the Week:

WIC Shout Out: "I want to thank each of you, because even though you didn't know any of those details, you were always kind. I never felt embarrassed when I sat in your building and talked to you and picked up checks. I know you've seen the 'lifetime users' and the stereotyped 'abusers' too...yet I guess because you know that's not everyone, you've always treated me with dignity and respect. I am grateful for that. It is discouraging beyond words to be trying your hardest, dealing with things beyond your control that other people can't even imagine (I haven't slept more than 4 hours at a time, because of blood sugar checks, in over three years), and still have people look down on you. But you never did that. And because I only ever had to worry when I was in the checkout line, you enabled me to move my family out of poverty. It might only be a few grocery staples, but it made a world of difference when every penny mattered. It is because of the program, and your hard work, that I feel accomplished, I feel proud, and I feel relieved. My future is brighter, and most importantly, my children's future is brighter.

"So I hope that on difficult days, and days when you feel unappreciated, you remember the impact you have and feel like your job is rewarding. You truly are helping people. You help us. And for all the thank you letters I bet you rarely get, there are hundreds of grateful people that are thinking exactly what I'm saying." ~WIC Participant

eWIC Focus Update

Due to the design of the Focus system (the business rules that we cannot modify) there are three risks factors that can only be assigned alone and cannot be assigned with any other risk.

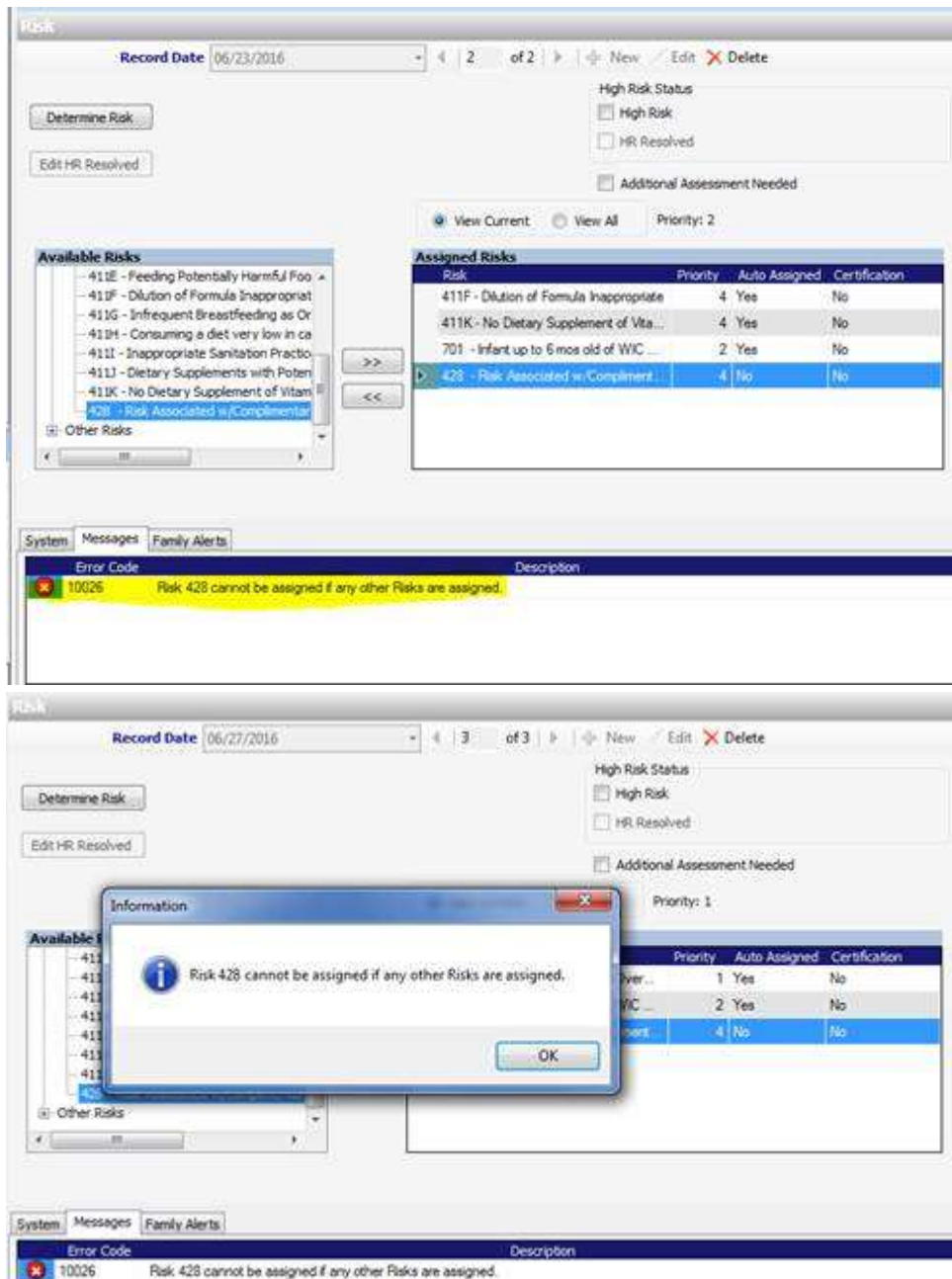
They are:

401: Failure to meet *Dietary Guidelines for Americans*:

428: Dietary risk associated with complementary feeding practices

501: Possibility of regression

If staff does assign one of these risks with another they will see the following error and will need to remove that risk in order to leave the risk panel and carry on.



Risk

Record Date: 06/23/2016 | 2 of 2 | New | Edit | Delete

Determine Risk | Edit HR Resolved

High Risk Status
☐ High Risk
☐ HR Resolved
☐ Additional Assessment Needed

View Current | View All | Priority: 2

Available Risks

- 411E - Feeding Potentially Harmful Foo
- 411F - Dilution of Formula Inappropriat
- 411G - Infrequent Breastfeeding as Or
- 411H - Consuming a diet very low in ca
- 411I - Inappropriate Sanitation Practio
- 411J - Dietary Supplements with Poten
- 411K - No Dietary Supplement of vitam
- 428 - Risk Associated w/Complementar

Assigned Risks

Risk	Priority	Auto Assigned	Certification
411F - Dilution of Formula Inappropriate	4	Yes	No
411K - No Dietary Supplement of Vita...	4	Yes	No
701 - Infant up to 6 mos old of WIC ...	2	Yes	No
428 - Risk Associated w/Complementar	4	No	No

System | Messages | Family Alerts

Error Code 10026 Description: Risk 428 cannot be assigned if any other Risks are assigned.

Risk

Record Date: 06/27/2016 | 3 of 3 | New | Edit | Delete

Determine Risk | Edit HR Resolved

High Risk Status
☐ High Risk
☐ HR Resolved
☐ Additional Assessment Needed

Priority: 1

Available Risks

- 411E - Feeding Potentially Harmful Foo
- 411F - Dilution of Formula Inappropriat
- 411G - Infrequent Breastfeeding as Or
- 411H - Consuming a diet very low in ca
- 411I - Inappropriate Sanitation Practio
- 411J - Dietary Supplements with Poten
- 411K - No Dietary Supplement of vitam
- 428 - Risk Associated w/Complementar

Assigned Risks

Risk	Priority	Auto Assigned	Certification
411F - Dilution of Formula Inappropriate	1	Yes	No
701 - Infant up to 6 mos old of WIC ...	2	Yes	No
428 - Risk Associated w/Complementar	4	No	No

System | Messages | Family Alerts

Error Code 10026 Description: Risk 428 cannot be assigned if any other Risks are assigned.

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Training

May:

No NETC this month

July:

NETC Webinar (All new staff) – July 14, from 8:30-11:30

NETC Webinar (Health Professional) – July 21, from 8:30-11:30

NETC Webinar (Support Staff) – July 28, from 8:30-11:30

September:

NETC Webinar (All new staff) – September 15, from 8:30-11:30

NETC Webinar (Health Professional) – September 22, from 8:30-11:30

NETC Webinar (Support Staff) – September 29, from 8:30-11:30

November: ***Please note the dates in November***

NETC Webinar (All new staff) – November 10, from 8:30-11:30

NETC Webinar (Health Professional) – November 16, from 8:30-11:30

NETC Webinar (Support Staff) – November 17, from 8:30-11:30

Dates to Remember-

- Infant/Child Workshop- August 2, 2016
- WIC Contractor Meeting- August 30, 2016
- Communication and Rapport Workshop- October 26, 2016

Available Formula-

Product	Quantity	Expiration	Agency	Contact
Vivonex T.E.N.	60- 2.84 oz. packets	11/2016	State WIC Office	Nicole Newman 515-281-4545
Keto cal. 3:1, 11 oz. Unflavored powder	8 containers	9-4-16	HACAP	Angela Munson (319) 366-7632
Pediasure 1.0	1 case	11-16-16		
Ketocal 4:1 (vanilla)	1 case 2 cases	9-9-16 12-12-16		
Elecare	6 container powder 5 container powder	3-1-17 4-1-17		
Complete Amino Acid Mix	1 can	10-21-2017	Mid-Iowa Community Action	Sierra Steven (515) 232-9020, ext. 105
RTU Neosure	26 containers	9/1/17	Upper Des Moines Opportunity	Tammy Chapman, RD, LD (712) 859-3885 Ext. 110 tchapman@udmo.com

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- (1) Mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights 1400
Independence Avenue, SW
Washington, D.C. 20250-9410;
- (2) Fax: (202) 690-7442; or
- (3) Email: program.intake@usda.gov

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